

(19)



Europäisches Patentamt
European Patent Office
Office européen des brevets



(11) EP 0 473 794 B1

(12)

EUROPEAN PATENT SPECIFICATION

(45) Date of publication and mention
of the grant of the patent:
16.10.1996 Bulletin 1996/42

(51) Int Cl.: **G09F 21/04, G09F 15/00,
G09F 7/02, G09F 7/18,
B60R 13/00**

(21) Application number: **91906158.0**

(86) International application number:
PCT/JP91/00364

(22) Date of filing: **18.03.1991**

(87) International publication number:
WO 91/15009 (03.10.1991 Gazette 1991/23)

(54) DEVICE FOR FIXING ADVERTISEMENT BILL

HALTERUNG FÜR EIN WERBEPLAKAT

DISPOSITIF DE FIXATION D'UNE AFFICHE PUBLICITAIRE

(84) Designated Contracting States:
DE FR GB

(74) Representative: **Senior, Alan Murray et al
J.A. KEMP & CO.,
14 South Square,
Gray's Inn
London WC1R 5LX (GB)**

(30) Priority: **20.03.1990 JP 71540/90**

(56) References cited:

EP-A- 0 078 391	EP-A- 0 296 863
EP-A- 0 382 478	WO-A-89/02495
FR-A- 2 624 062	JP-U- 0 287 283
JP-U- 5 766 936	JP-Y- 5 142 738
US-A- 3 461 584	US-A- 3 701 210

(43) Date of publication of application:
11.03.1992 Bulletin 1992/11

(73) Proprietor: **SCS PROMOTION COMPANY LIMITED
Urayasu-shi, Chiba 279 (JP)**

(72) Inventor: **SUZUKI, Teruo
Urayasu-shi, Chiba 279 (JP)**

EP 0 473 794 B1

Note: Within nine months from the publication of the mention of the grant of the European patent, any person may give notice to the European Patent Office of opposition to the European patent granted. Notice of opposition shall be filed in a written reasoned statement. It shall not be deemed to have been filed until the opposition fee has been paid. (Art. 99(1) European Patent Convention).

Description**Field of the Invention**

The present invention relates to advertisement notice mounting apparatus for mounting a sheet-like advertisement notice on a medium for an advertisement.

5

Background Art

In order to fix a sheet-like advertisement notice securely to a medium for an advertisement, it has been a conventional practice to place an advertisement notice directly on the medium by applying an adhesive such as a paste to the advertisement notice and sticking the same to the medium, or otherwise, indirectly by sticking the advertisement notice to a panel and mounting the panel to the medium.

15

However, there is such a disadvantage in the work for applying the adhesive to the advertisement notice and sticking the same to the panel or the medium or peeling the advertisement notice off the panel or the medium that much labor and time is required and cost increases.

20

The present invention has been made in view of the above problem. It is an object to provide an advertisement notice mounting apparatus which does away with the above-mentioned work of sticking and peeling and which is capable of securely fixing an advertisement notice to a medium for an advertisement.

25

EP-A-0,382,478, which is prior art by virtue of Article 54(3) EPC only, discloses an advertising device in which an advertising notice is zipped to a backing sheet.

30

WO 89/02495 and EP-A-0,296,863 disclose an arrangement for mounting an advertisement which enlarged portions at the edge of the advertisement are gripped by clamping members. The tension of the advertisement is adjusted by adjusting bolts holding the clamping members to the board or other surface on which the advertisement is mounted.

35

According to the present invention, there is provided an apparatus for mounting on an advertisement medium a sheet-like flexible advertisement notice having an enlargement along an end margin thereof, the apparatus comprising:

40

mounting means for detachably and directly mounting the advertisement notice on the advertisement medium; and

45

adjustment means for adjusting a tension applied to the advertisement notice;

50

wherein said mounting means comprising an attachment including a generally cylindrical member having a slit and a space communicating with the slit, and a plate-like part formed integrally to said cylindrical member, said attachment being adapted to slidably receive in said space the enlargement formed on the advertisement notice characterised

in that:

adjustment means comprises a first hook for connection to said plate-like part of the mounting means, a second hook for connection to the advertisement medium, and a belt extending between the first and second hooks for setting a distance therebetween.

The invention will be further described with reference to the exemplary embodiments shown in the accompanying drawings, in which:

Fig. 1 is a view showing for reference the whole arrangement of an advertisement notice mounting apparatus applied to a truck of a panel van type; Fig. 2 is a schematic front view of the whole advertisement notice to be mounted on an advertisement medium by an advertisement notice mounting apparatus;

Fig. 3 is a schematic view of the whole medium on which an advertisement notice is mounted by the advertisement notice mounting apparatus; Fig. 4 is an explanatory view showing a connecting state of the advertisement notice mounting apparatus of Fig. 1;

Fig. 5 is a perspective view showing the relation of an advertisement notice to the advertisement notice mounting apparatus of Fig. 1;

Fig. 6 is a perspective view showing the relation of the medium to the advertisement notice mounting apparatus of Fig. 1;

Figs. 7 and 8 are fragmentary perspective views showing the construction of essential parts in other forms of advertisement notice mounting apparatus;

Fig. 9 is a perspective view showing the relation of an advertisement notice to other forms of advertisement notice mounting apparatus;

Figs. 10 to 14 are explanatory views of the mounted states of the advertisement notice mounting apparatus;

Fig. 15 is an explanatory view of an embodiment of an advertisement notice mounting apparatus according to this invention;

Fig. 16 is an explanatory view of a component of the advertisement notice mounting apparatus according to this invention;

Fig. 17 is a side sectional view of the further embodiment of the advertisement notice mounting apparatus according to this invention; and

Fig. 18 shows another example of the component of the advertisement notice mounting apparatus according to this invention.

In Figs. 1 to 5, a poster 4 as an example of the advertisement notice is detachably mounted by an advertisement notice mounting apparatus 3 on a side wall 2 of a truck 1 of a panel van type as an example of an advertisement medium.

The advertisement notice mounting apparatus 3 comprises an elongated frame 23 having an L-like or J-like configuration in cross section and provided between a periphery 7 of the poster 4 made of a flexible material and a part 14 of side wall 2 which corresponds to the position of the periphery 7, elongated thin plates 19 and 21 provided between opposing peripheries 6 and 8 of the poster 4 and parts 13 and 15 of the side wall 2 which correspond to the positions of the peripheries 6 and 8, respectively, and a mounting adjuster 17 provided between a periphery 9 of the poster 4 and a cross sill at the part 16 of the side wall 2 which corresponds to the position of the periphery 9.

In this apparatus, one-sided faster members 11 of magic type fasteners, that is, velvet type fasteners are attached to the reverse side 20 of the poster 4 along the opposite peripheries 6 and 8 of the poster 4.

For the material of the poster 4, a vinyl film, particularly a soft vinyl film is preferably used. However, a material similar to the above material, such as canvas, vinyl sheet, tarpaulin, or rubber sheet may be used. Needless to say, it is possible to use any material which can perform the function of a poster and has a strength which allows the fastener members 11 to be attached along the peripheral edges of the poster 4.

As shown in Figs. 1 and 3, in this apparatus, the other-sided fastener members 10 of the velvet type fasteners are respectively attached to the thin plates 19 and 21 provided at the peripheries 13 and 15 of the side wall 2 to fix the poster 4 to the side wall 2 in cooperation with the one-sided velvet fastener members 11 which are attached to the peripheries 6 and 8 of the poster 4, respectively.

As the fastener members 10 engage the fastener members 11 of the opposing peripheries 6 and 8 of the poster 4, they connect and fix the poster 4 to the side wall 2.

A frame 29 is mounted on and along the periphery 9 of the poster 4. The periphery 9 of the poster 4 is turned up, superimposed on the reverse side 20 of the poster 4 and fixed by means of, for example, sewing 4a and the like, and the frame 29 is inserted into a space 4b formed at the periphery 9 of the poster 4 which is turned up and superimposed. The frame 29 has a slit 29a, and when the frame 29 is inserted into the space 4b at the periphery 9 of the poster 4, the frame 29 is positioned so that the slit 29a coincides in position with the opening 4c formed at the periphery 9.

The mounting adjuster 17 for adjusting the strained state of the poster 4 is connected at one end thereof to the opening 4c and the slit 29a, and at the other end thereof to the cross sill at the periphery 16 of the side wall 2.

The mounting adjuster 17 comprises a hook 79 formed so as to hook the cross sill at the periphery 16, a belt 80 fixedly connected at one end thereof to a hook 78 formed so as to hook in the opening 4c and the slit 29a and at the other end thereof to the hook 79, and a

length adjuster 81 provided on the middle portion of the belt 80 to adjust length of the belt 80.

Therefore, by adjusting the length adjuster 81 of the belt 80 of the mounting adjuster 17, the strained state of the poster 4 that has been mounted can be set as desired.

For the material of the belt 80, a relatively tough cloth, for example, of nylon is preferably used.

As the mounting adjuster 17, a lashing belt with a buckle having a so-called ratchet function may be used.

As shown in Figs. 1 and 5, the poster 4 is fitted along the periphery 7 thereof with an elongated frame 47 having an L-like or J-like configuration in cross section. The frame 47 is connected to the rail 23 in the manner shown in Fig. 5.

The process for equipping the advertisement notice mounting apparatus 3 to the side wall 2 of the truck 1 will be described.

As shown in Fig. 3, a rail 23 is previously fitted fixedly to the periphery 14 of the side wall 2 by means of welding or the like. Then, one-sided velvet fastener members 10 are previously fitted fixedly by means of an adhesive or the like to the thin plates 19 and 21 provided respectively to the peripheries 13 and 15 of the side wall 2.

More specifically, as shown in Fig. 6, as an example, a block member 130 having a thickness corresponding to the height of ribs 2a is disposed in each groove 2b between the ribs 2a of the side wall 2, and rivets 123, for example, are driven into holes 130a to thereby fix the member 130 to the side wall 2. On top of the member 130, a strip-like thin plate 19 is arranged, and then screws 133 are screwed into holes 132b and 130b to thereby fix the thin plate 19 to the side wall 2. A fastener member 10 is attached to a surface 132 of the thin plate 19.

Under the above-mentioned state, the elongated frame 47 attached to the poster 4 is hooked on the rail 23 fixed to the side wall 2, as shown in Fig. 5. Next, the lower periphery 9 of the poster 4 is pulled while keeping the poster 4 in the uniformly strained state, the poster 4 is stretched by an elastic force of the poster 4, and thus, the mounted state of the poster 4 to the side wall 2 of the truck 1 is adjusted by the mounting adjuster 17.

Then, the poster 4 is fixed to the side wall 2 by connecting the one-sided velvet fastener members 11 on the poster 4 to the corresponding opposite-sided fastener members 10 on the side wall 2, that is to say, by engagement of those fastener members.

When the poster 4 is small, fixing the poster 4 to the side wall 2 by engagement of the fastener members 10 and 11 may be omitted.

Under this state, the poster 4 is constantly strained by the elastic force of the poster 4 itself, so that the poster 4 is subjected to a strong tension. By such a strong tension, a slack in the poster 4 can be removed.

In other words, the mounted state of the poster 4 can also be adjusted automatically by the elastic force

of the poster 4 itself.

In this apparatus, for the member to be connected to the rail 23, the elongated frame 47 having a substantially J-like configuration in cross section is so adopted that the frame 47 can be hooked to the rail 23 shown in Fig. 5. Instead, a frame 48 as shown in Fig. 7 or a frame 49 as shown in Fig. 8 may be used.

Fig. 9 shows the mounted state of the poster 4 to the side wall 2 when the frame 48 as shown in Fig. 7 is used.

The frame 48 has two slits 53 and 54 as shown in Fig. 7. As shown in Fig. 9, the periphery 7 of the poster 4 is inserted into the slit 54. The inserted periphery 7 is turned and superimposed on the reverse side 20 of the poster 4, and fixed by means of sewing 81 or the like. The frame 48 fitted with the poster 4 is inserted into the rail 23, as shown in Fig. 9, in order to cause the frame 48 to engage the rail 23. When the frame 48 is made to engage the rail 23, the poster 4 and the frame 48 combined to each other are once held horizontally, and are moved to a position where the slit 53 aligns with a front wall 63 of the rail 23 shown in Fig. 10. From this position, the combined poster 4 and frame 48 is moved vertically downward as indicated by arrow 58, until the slit 53 receives the rail front wall 63. Then, by turning the combined poster 4 and frame 48 in the direction indicated by an arrow 59, the engagement of the frame 48 with the rail 23 is completed. For this motion to be accomplished, the width 56 of a bottom wall 61 of the rail 23, the width 57 of a part 62 of the frame 48 and the height 60 of the front wall 63 of the rail 23, and so on are selected.

In mounting the poster 4 to the side wall 2 when a frame 49 as shown in Fig. 8 is used, the above-mentioned operation indicated in Fig. 10 need not be performed because the frame 49 has an opening 64 instead of the slits 53 and 54, the opening 64 having an area greater than the opening area of the slits 53 and 54.

Instead of the rail 23 used in the above-mentioned embodiment, a rail 66 having a round cross section as shown in Fig. 11 may be used. The rail 66 has a slit 69 which has a width 68 greater than the thickness 67 of the poster 4. On the other hand, each of the peripheries 7 and 9 of the poster 4 is fitted with a rod-shaped frame 65 which has some rigidity and can be inserted into an internal space 70 of the rail 66.

When the poster 4 arranged as described is mounted to the side wall 2, one end 72 of the frame 65 is inserted into the internal space 70 of the rail 66 from, for example, the opening end 71 of the rail 66, and the frame 65 is moved in the direction indicated by an arrow 67. At this time, the poster 4 is passed through the slit 69 of the rail 66.

Instead of the velvet type fasteners used for mounting the poster 4 to the side wall 2 in the above-mentioned embodiment, snap type fasteners as shown in Fig. 12 may be used. The snap type fastener comprises a fastener member 74 fixedly attached to the side wall 2 and

a fastener member 73 fixedly attached to the poster 4. Those fastener members 73 and 74 can be fixed to each other by fitting.

In an embodiment shown in Fig. 13, instead of the relatively rigid rod-shaped frame 65 used in the above-mentioned apparatus, a flexible rod-shaped member, for example, a relatively thick rope 124 made of a fabric material such as nylon is used. To be more specific, preferably, a flexible rod-shaped member, for example, a relatively thick rope 124 made of a fabric material such as nylon is wrapped in each of the peripheries 7 and 9 at the top and the bottom of the poster 4, and fixed by fixing means 116 such as sewing or the like, and swollen ends 125 are thereby formed at the top and bottom sides.

The reason why the flexible rod-shaped frames, for example, of ropes 124 instead of the relatively rigid rod-shaped frames 65 is to make the poster 4, including equivalent parts to be described later, foldable and convenient for carrying or storing purposes.

As described above, the advertisement notice mounting apparatus 3 according to this apparatus comprises mounting mechanisms at the top, left and right for mounting the poster 4 to the side wall 2 of the truck 1, and the mounting adjuster 17 at the bottom.

Instead of the rail 66 with a round cross section shown in Fig. 11, a rail 142 having a slit space 144 for accepting the thickness of the poster 4 and a space 143 for receiving the swollen end 125 may be used, as shown in Fig. 13.

The rail 142 is formed as a continuous piece as shown in Fig. 13, but the rail 142 is not required to be necessarily made continuous. Substantial continuity can be imparted to the rail by continuously arranging individual members formed with the same cross section.

In the apparatus shown in Fig. 13, a slot 201 is provided in the rail 142, a rivet 202 is driven into the rail 142 and the side wall 2 through the slot 201 to thereby fix the rail 142 to the side wall 2. Instead, an upward extension 203 may be provided integrally on the upper end of the rail 142 as shown in Fig. 14, a rivet 204 may be driven into the extension 203 and the side wall 2, and thereby fix the extension 203 and hence the rail 142 to the side wall 2. This method facilitates the driving in of the rivet 204.

A poster 4 arranged as shown in Fig. 15 may be used in the present invention.

In the poster 4 shown in Fig. 15, instead of the one-side members 11 of the magic type fasteners provided at the right and left peripheries 6 and 8 and the frames 29 and 47 provided at the upper and lower peripheries 7 and 9, flexible rod-shaped members, for example, relatively thick ropes 124 made of a fabric material such as nylon and the like, used in the apparatus shown in Fig. 13, are wrapped by the peripheries 6, 7, 8 and 9, and thereby, swollen ends 6a, 7a, 8a, and 9a are formed. Attachments 154 shown in Fig. 16 are used in the manner as shown in Fig. 15 to accommodate the swollen ends 6a, 7a, 8a, and 9a in this embodiment and

to thereby connect the poster to the side wall 2.

The attachment 154 has a slit 158 which has a width corresponding to the thickness of the poster 4, and a space 156 for receiving and engaging any of the swollen ends 6a, 8a, and 9a at the right, left, and bottom of the poster 4.

Each attachment 154 has a slit 178 for connection with the mounting adjuster 17 shown in Fig. 4.

Therefore, the strained state of the poster 4 can be adjusted under the state in which the poster 4 is connected to the side wall 2.

Fig. 17 shows a cross section seen from the side of the poster 4 mounted on the side wall 2.

The attachment 154 shown in Fig. 16 has a plurality of slits 178 on the plate-like portion 210 thereof in the extending direction of the plate-like portion 210, the slits 178 being used for connection with the mounting adjuster 17. Instead, as shown in Fig. 18, arrangement may be such that an attachment 223 is formed with a cylinder 221 having a slit 158 and a swell 222 formed integrally with the cylinder 221, that an auxiliary attachment 229 which comprises a cylinder 226 and a plate-like part 228, is provided, the cylinder 226 having a space 224 for receiving the swell 222 in a freely slidable manner and a slit 225 communicating with the space 224 and the plate-like part 228 having a slit 227 and formed integrally with the cylinder 226, that one end of the mounting adjuster 17 is engaged into the slit 227, and that the mounting adjuster 17 is connected with the attachment 223 through the attachment 229. Since the auxiliary attachment 229 is capable of freely sliding in the direction of arrow 330 with respect to the attachment 223, the mounting adjuster 17 can be set at any position in the direction of arrow 330 even if many slits 178 as shown in Fig. 15 are not provided. It is to be noted that the auxiliary attachment 229 can be connected with the attachment 223 by inserting the swell 222 laterally into the space 224.

Claims

1. An apparatus for mounting on an advertisement medium (2) a sheet-like flexible advertisement notice (4) having an enlargement (6a, 7a, 8a, 9a) along an end margin thereof, the apparatus comprising:

mounting means for detachably and directly mounting the advertisement notice on the advertisement medium; and
adjustment means (17) for adjusting a tension applied to the advertisement notice;
wherein said mounting means comprising an attachment (154) including a generally cylindrical member having a slit (158) and a space (156) communicating with the slit, and a plate-like part formed integrally to said cylindrical

member, said attachment being adapted to slidably receive in said space the enlargement formed on the advertisement notice

characterised in that:

adjustment means (17) comprises a first hook (78) for connection to said plate-like part (210) of the mounting means, a second hook (79) for connection to the advertisement medium (2), and a belt (80) extending between the first and second hooks for setting a distance therebetween.

2. An apparatus according to claim 1, wherein said mounting means further comprises an elongate member (142) with a generally J-like cross section fixedly attached to the medium, said elongated member being so adapted to slidably receive an enlargement formed along another margin of the advertisement notice.
3. An apparatus according to claim 1 or 2, wherein the plate-like part has a slit (178) for connecting said first hook of said adjustment means therewith.

Patentansprüche

1. Vorrichtung zum Anbringen eines blattförmigen biegsamen Werbeplakats (4), das längs eines Randes eine Verbreiterung (6a, 7a, 8a, 9) aufweist, auf einem Werbemedium (2), wobei die Vorrichtung aufweist:

eine Montageeinrichtung zum lösbaren und direkten Anbringen des Werbeplakats auf dem Werbemedium, und
eine Einstelleinrichtung (17) zum Einstellen einer auf das Werbeplakat ausgeübten Spannung;
wobei die Montageeinrichtung eine Befestigung (154) aufweist, die ein im wesentlichen zylindrisches Element mit einem Schlitz (158) und einem mit dem Schlitz in Verbindung stehenden Hohlraum (156) sowie ein mit dem zylindrischen Element einstückig ausgebildetes plattenförmiges Teil aufweist, wobei die Befestigung so ausgebildet ist, daß sie die an dem Werbeplakat ausgebildete Verbreiterung gleichzeitig aufnimmt,

dadurch gekennzeichnet, daß
die Einstelleinrichtung (17) einen ersten Haken (78) für die Verbindung mit dem plattenförmigen Teil (210) der Montageeinrichtung, einen zweiten Haken (79) zur Verbindung mit dem Werbemedium (2) und einen Riemen (80) aufweist, der sich zwischen dem ersten und dem zweiten Haken zum Einstellen eines Abstands dazwischen erstreckt.

2. Vorrichtung nach Anspruch 1, bei der die Montageeinrichtung desweiteren ein längliches Element (142) mit im wesentlichen J-förmigen Querschnitt aufweist, das fest mit dem Medium verbunden ist, wobei das längliche Element derart ausgebildet ist, daß es eine längs eines anderen Randes des Werbeplakats ausgebildete Verbreiterung gleitend aufnimmt. 5

3. Vorrichtung nach Anspruch 1 oder 2, bei der das plattenförmige Teil für dessen Verbindung mit dem ersten Haken der Einstelleinrichtung einen Schlitz (178) aufweist. 10

15

Revendications

1. Dispositif servant à fixer sur un support publicitaire (2) une affiche publicitaire (4), flexible et en forme de feuille, comportant une extension (6a, 7a, 8a, 9a) 20 le long de l'un de ses bords, ce dispositif comprenant :

- des moyens de fixation servant à fixer directement et de façon amovible l'affiche publicitaire 25 sur le support publicitaire, et
- des moyens de réglage (17) permettant d'ajuster la tension appliquée à l'affiche publicitaire,

dans lequel lesdits moyens de fixation comprennent une attache (154) incluant un élément globalement cylindrique doté d'une fente (158) et d'un espace (156) qui communique avec la fente et un composant en forme de plaque formé en une seule pièce avec ledit élément cylindrique, ladite attache pouvant recevoir de façon coulissante dans ledit espace l'extension formée sur l'affiche publicitaire, caractérisé en ce que lesdits moyens de réglage (17) comprennent un premier crochet (78) à coupler audit composant (210) en forme de plaque des moyens de fixation, un second crochet (79) à coupler audit support publicitaire (2) et une sangle (80) 30 s'étendant entre lesdits premier et second crochets pour définir un certain écartement entre eux. 35

40

45

2. Dispositif selon la revendication 1, dans lequel lesdits moyens de fixation comprennent en outre un élément allongé (142) ayant une section globalement en forme de J, fixement attaché audit support, ledit élément allongé étant apte à recevoir de façon coulissante une extension formée le long d'un autre bord de l'affiche publicitaire. 50

3. Dispositif selon la revendication 1 ou 2, dans lequel le composant en forme de plaque comporte une fente (178) pour lui accoupler ledit premier crochet desdits moyens de réglage. 55

FIG. 1

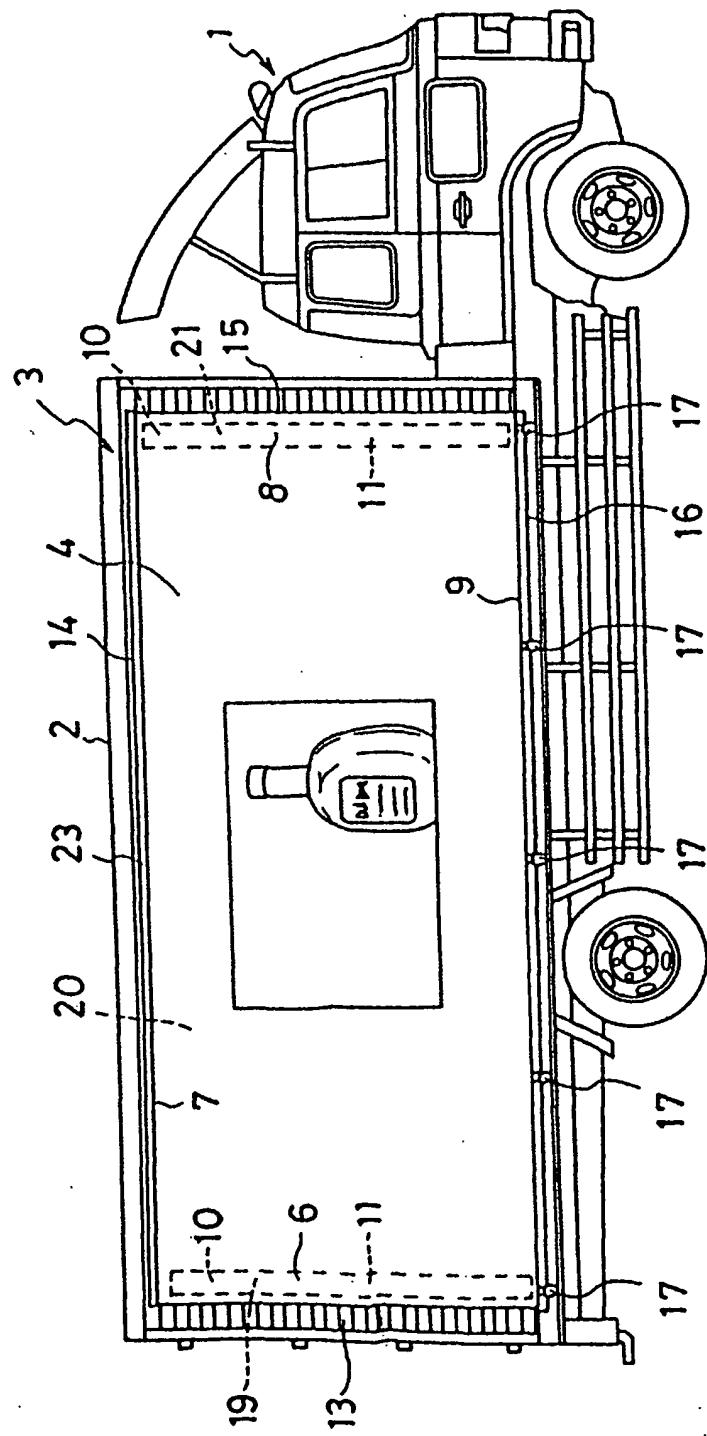


FIG.2

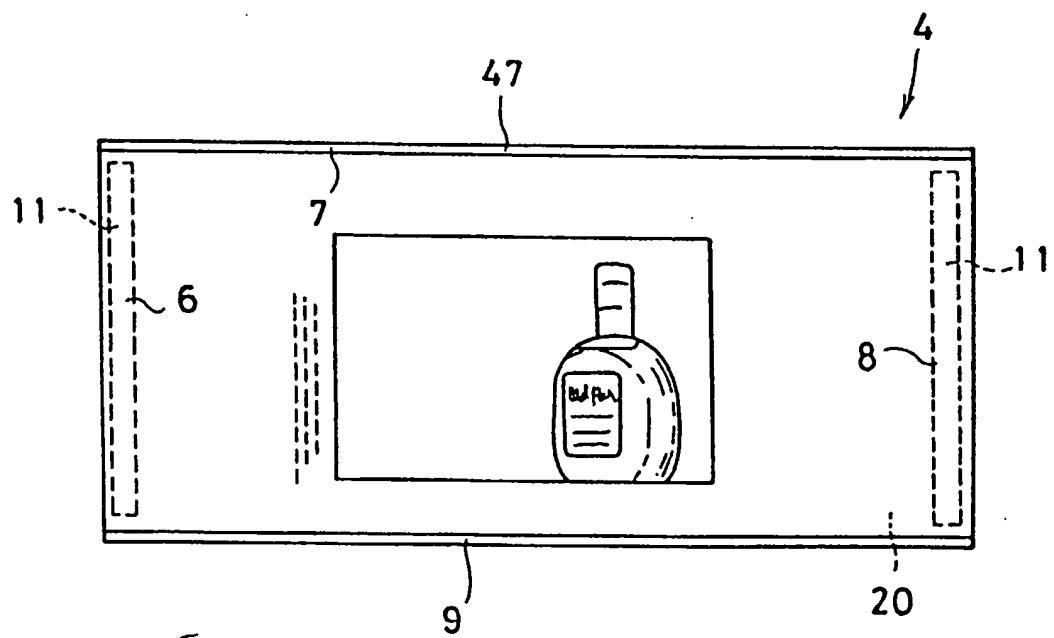


FIG.3

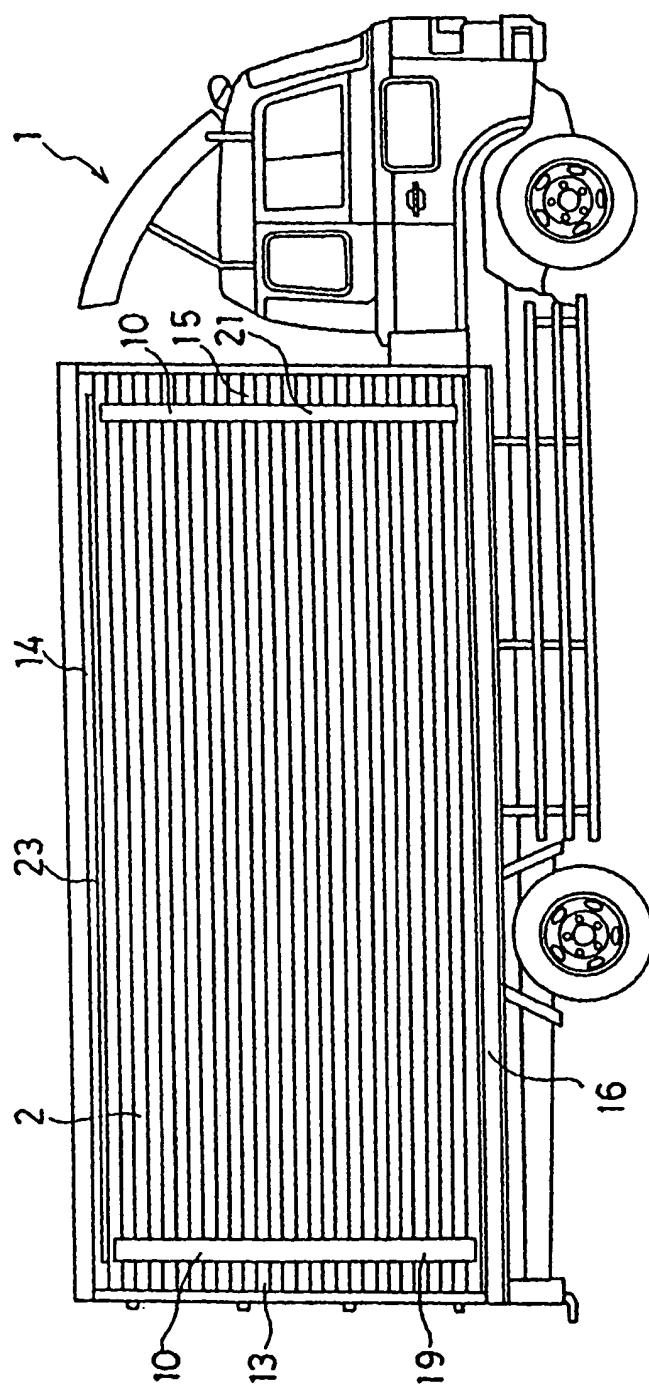


FIG. 4

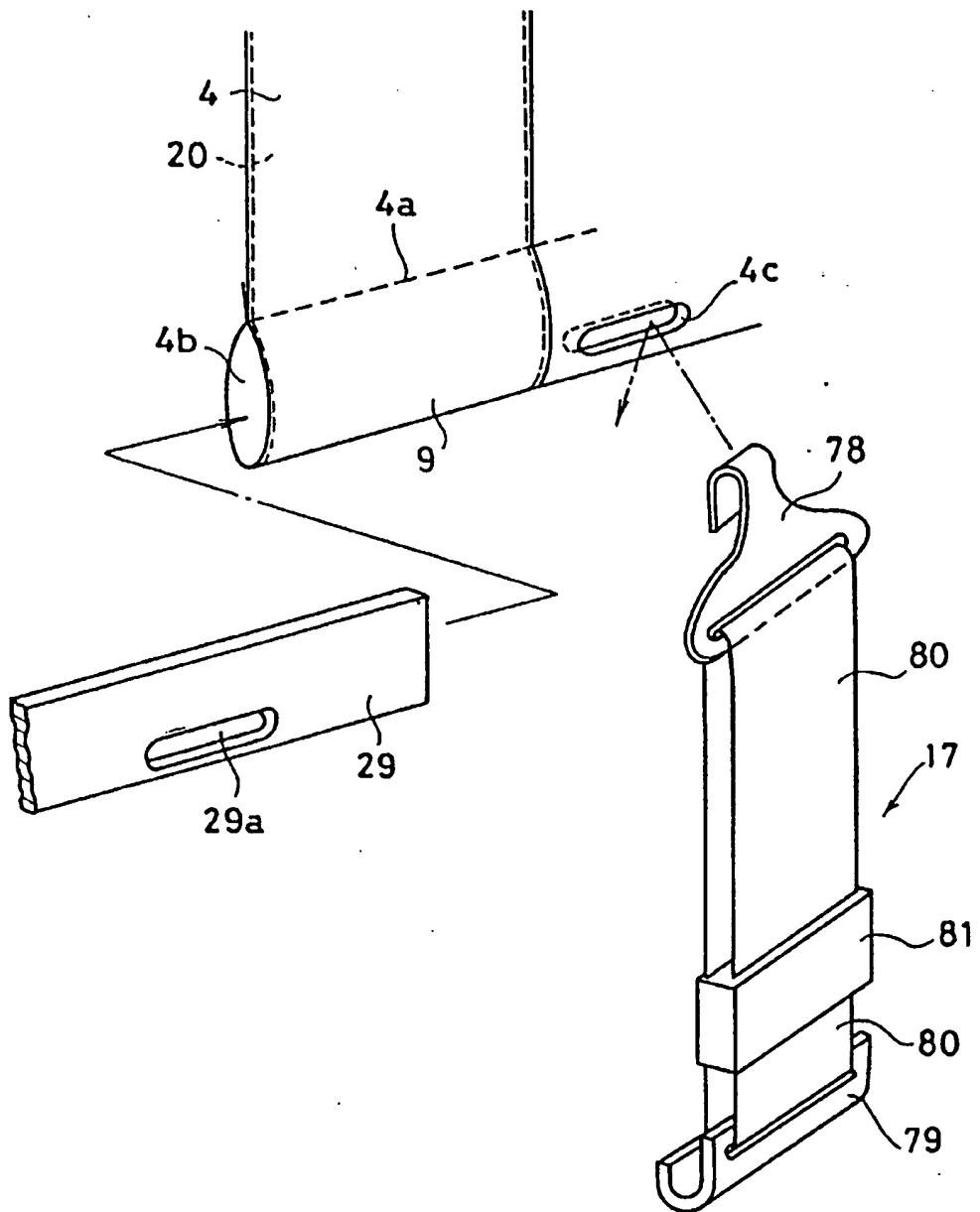


FIG.5

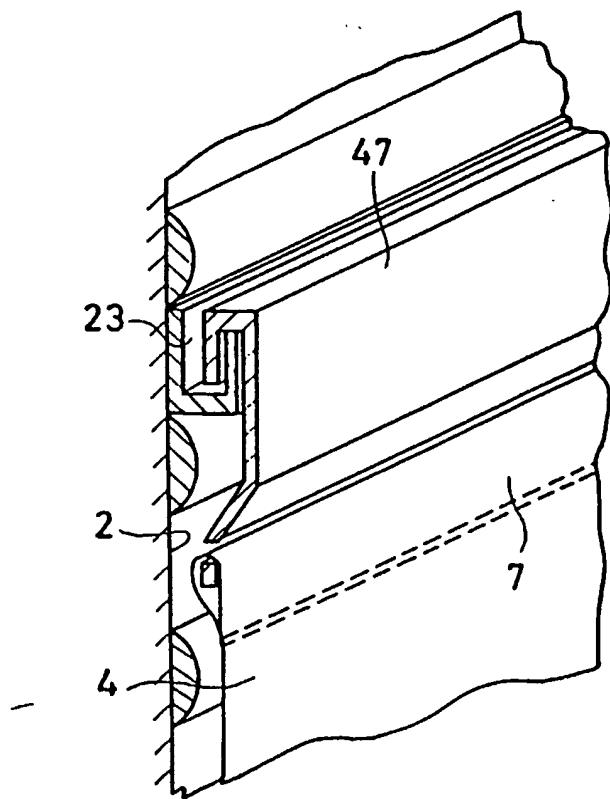


FIG. 6

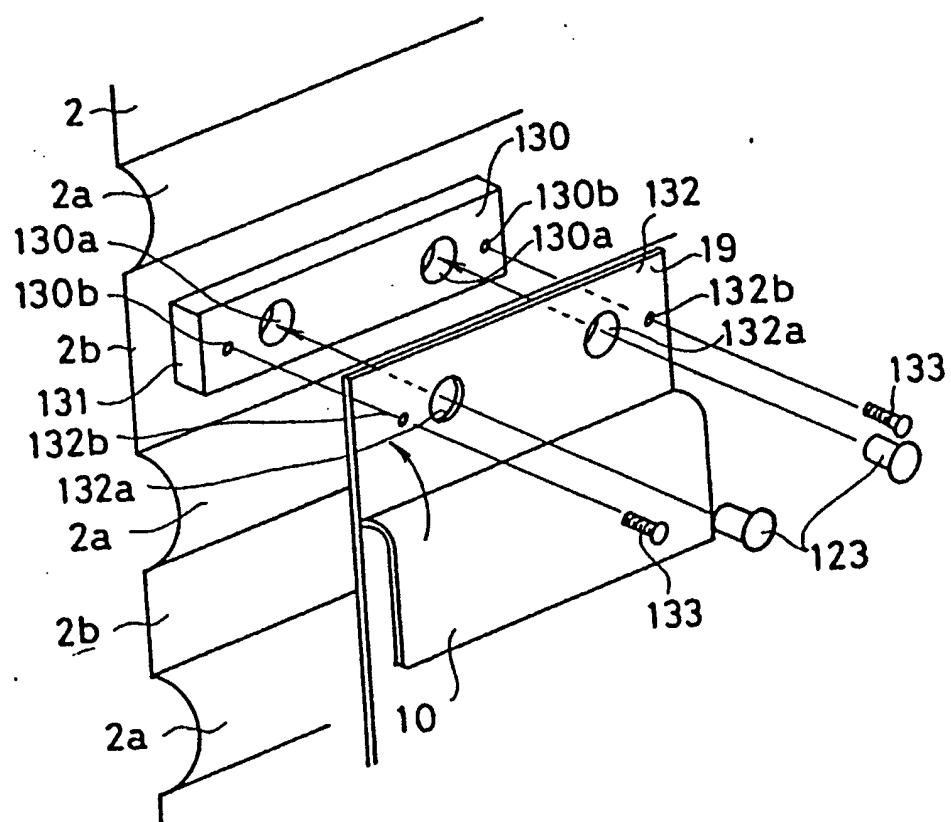


FIG. 7

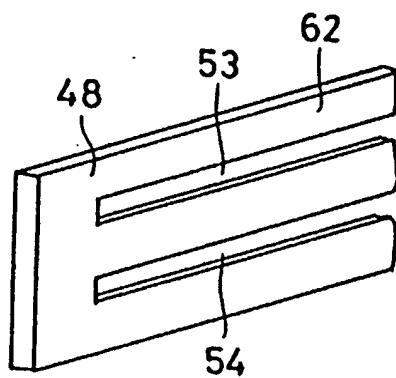


FIG. 8

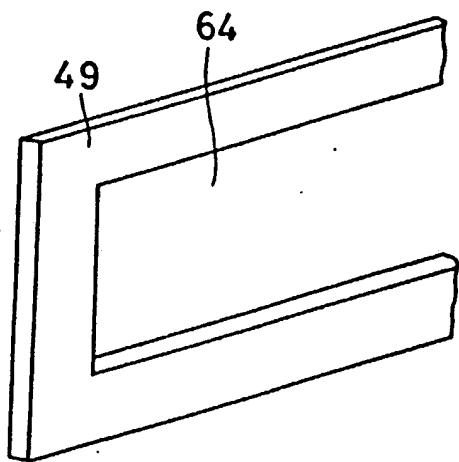


FIG.9

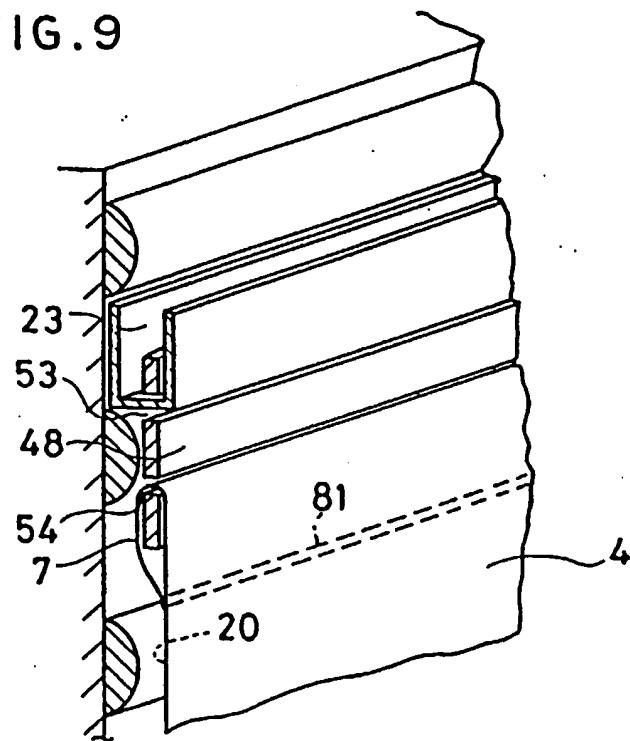


FIG.10

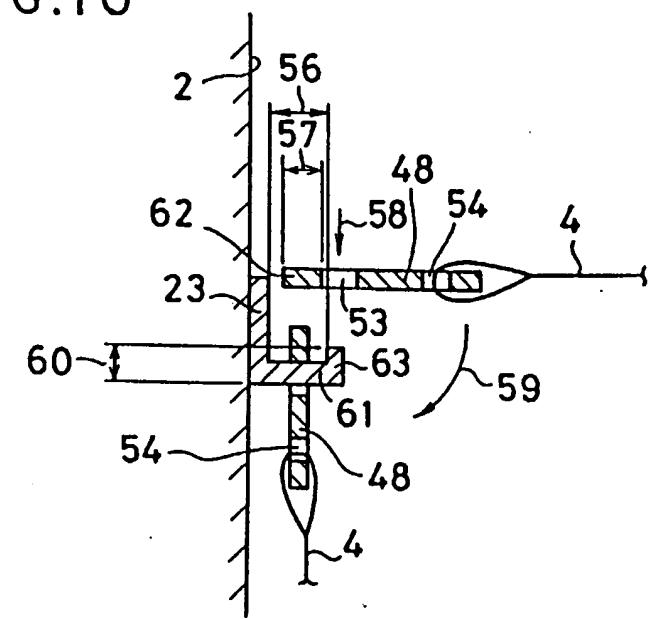


FIG. II

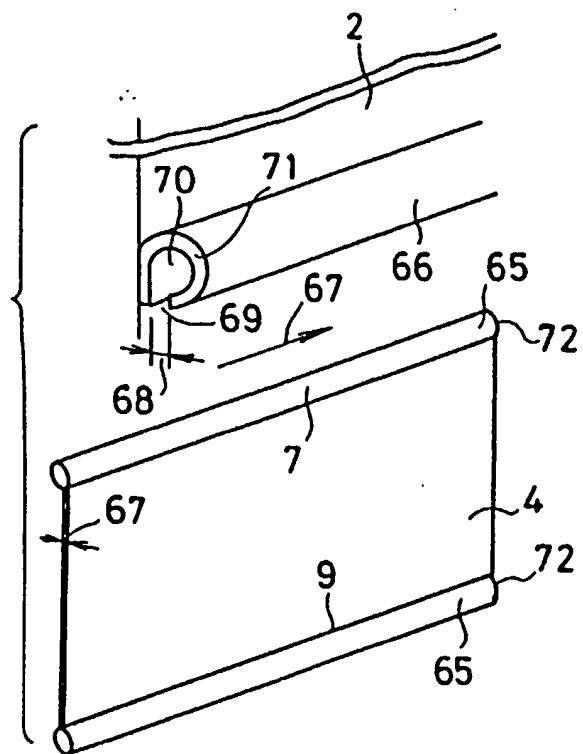


FIG.12

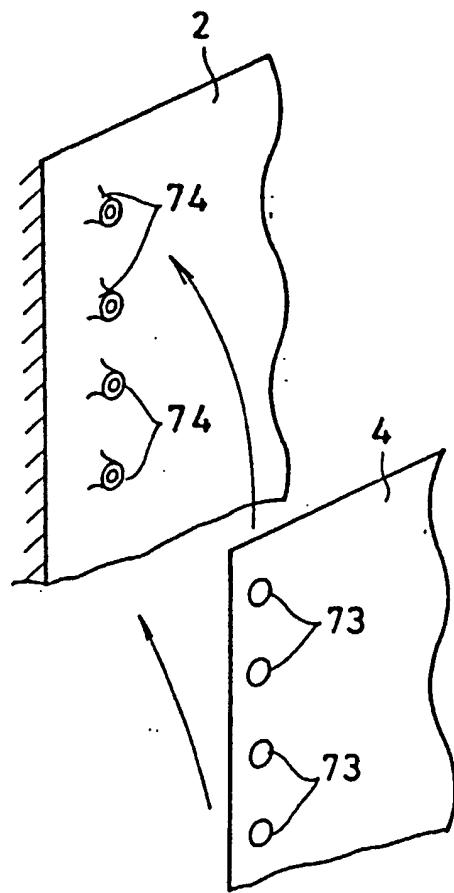


FIG.13

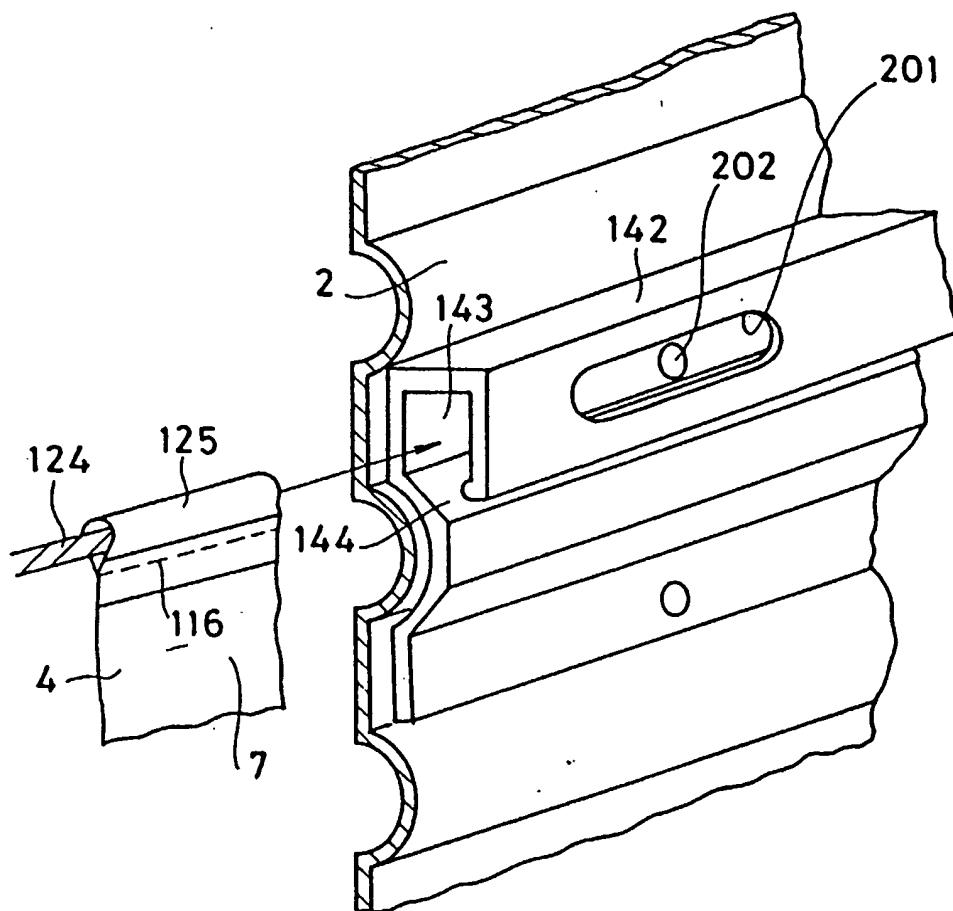


FIG.14

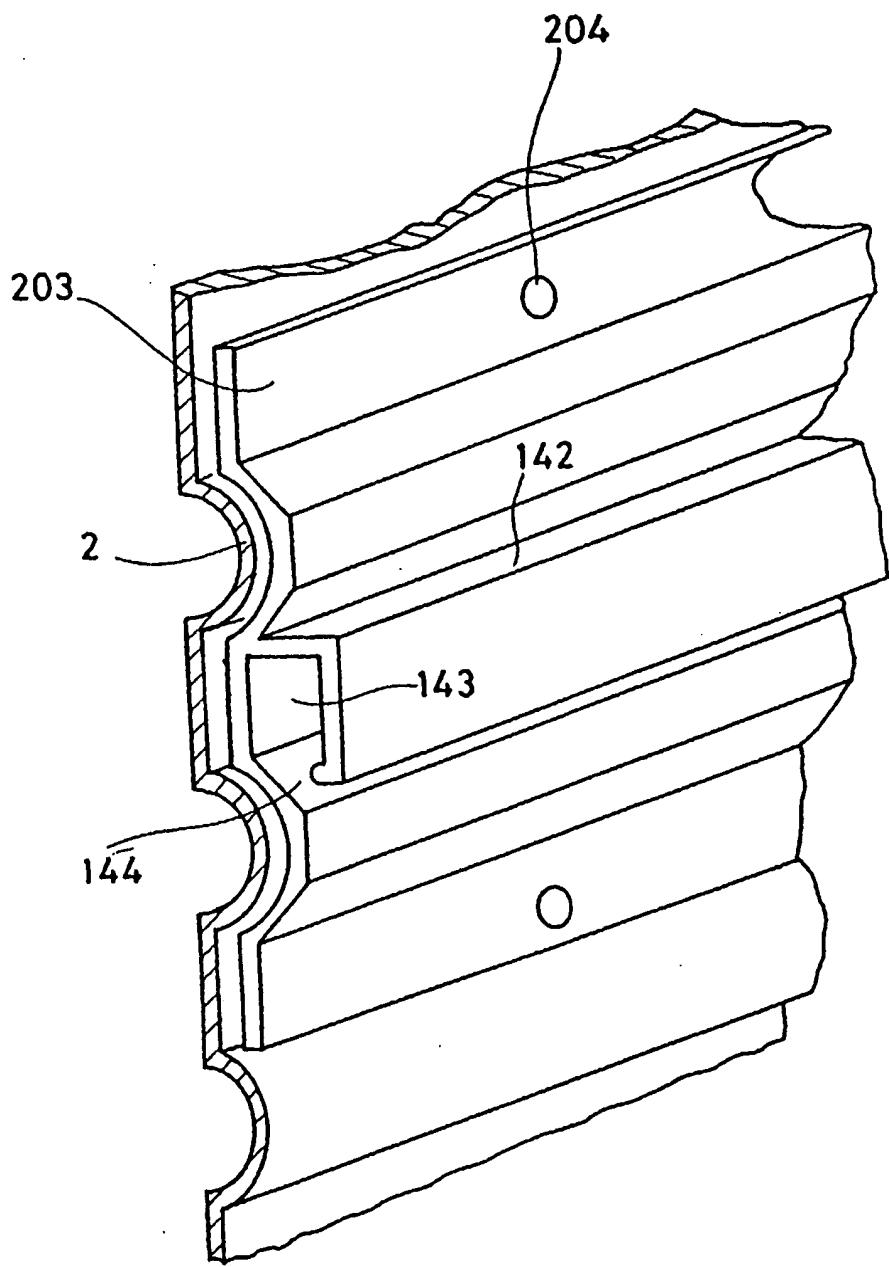


FIG.15

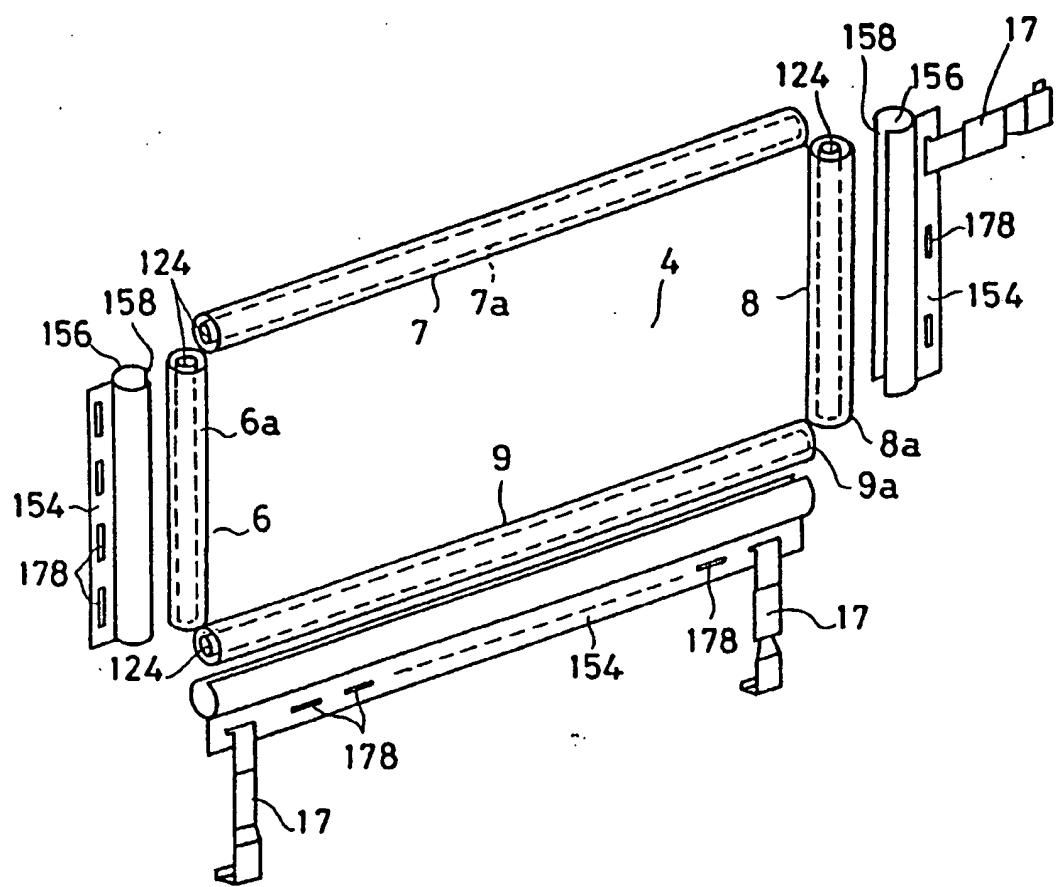


FIG.17

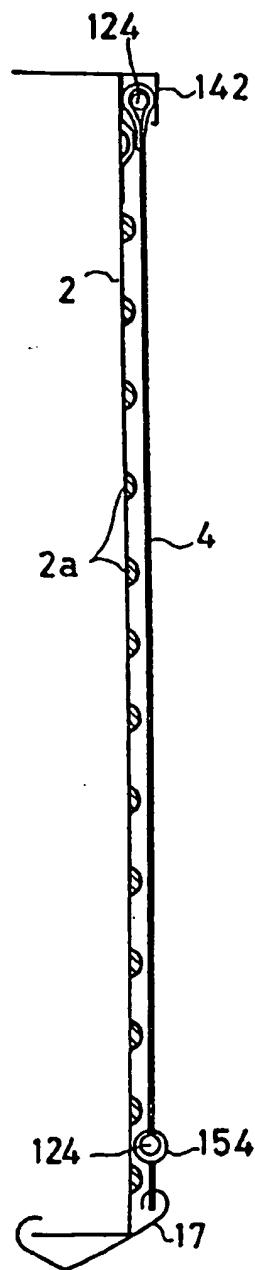


FIG.16

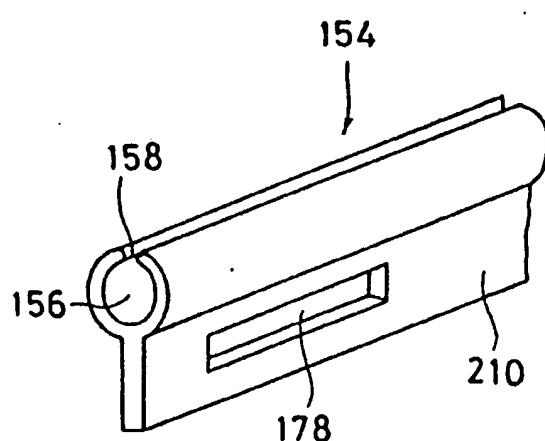


FIG. 18

